# There's satisfying flavor ahead at every level of low tar.

## Call 1-800-844-5777

**to get a FREE Merit Awards Catalog full of items from around the country.**

Offer limited to smokers 21 years of age or older. Offer void in Kansas. Catalog requests must be received by 1/31/97. Please allow 6 to 8 weeks for catalog delivery.

Ultima: 1 mg "tar," 0.1 mg nicotine–Ultra Lights: 5 mg "tar," 0.4 mg nicotine–Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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"2061038323"

## Start Packing Light!

Get your FREE Flashlight Key Chain just by filling out this survey. Offer expires and surveys must be received by 2/28/97. Allow 10-12 weeks for delivery. Offer limited to smokers 21 years of age or older.

Please make any address corrections below
☐ Mr. ☐ Mrs. ☐ Ms.

Sample A. Sample
123 Any Street
Anytown, US 00000

Address _____ Apt # _____
City _____ State _____ ZIP _____
Phone ( ) _____ Male ☐ Female ☐




By responding to this following survey and signing below, I certify that I am a smoker 21 years of age or older, and I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws. Limited to smokers 21 years of age or older. Limit one Flashlight Key Chain per person. Not responsible for lost, late, damaged, misdirected or postage due mail. Offer void where prohibited. Order will be rejected if signature or date of birth not provided. Copies not accepted. Offer void to employees of Philip Morris and its advertising agencies. Offer valid only in the USA.

Signature X _____ Date of Birth (required) Month Day Year _____ Today's Date Month Day Year _____

Do you have a legal 21 years of age or older, who smokes and would like to receive cigarette coupons and branded incentive items in the mail? Please print full name and phone number.

Name _____ Phone Number _____

1. What is your regular brand of cigarettes that is the brand you smoke most often?
Brand Name _____

2. Is your regular brand ☐ hard pack or ☐ flip/soft/crush box?
Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand ☐ hard pack or ☐ flip/soft/crush box?
Menthol ☐ Non Menthol ☐

4. Is your regular brand ☐ hard pack or ☐ flip/soft/crush box?
Full Flavor ☐ Lowest ☐ Mg Tar
Menthol ☐ Mg/Lowest Low Tar
Light Mild ☐

5. Do you usually buy it in the
☐ Pack ☐ Carton ☐ Both Ways

6. How long have you smoked that brand?
☐ Less than 1 year ☐ 1 to 5 years
☐ 6 to 10 years ☐ Over 10 years
☐ Not 1 year

7. The next time you go to the store of your regular brand were not available, what would you do? (Check one)
☐ Go to another store to buy my regular brand
☐ Buy another type or length of my regular brand
☐ Wait until the store has my regular brand
☐ Buy a different brand entirely

8. What, if any, was your previous brand?
Brand Name _____

9. Which of the following statements best describes how you use cigarette coupons. (Check one answer below.)
☐ I use almost any cigarette coupon I get
☐ I occasionally use coupons for cigarettes even if they are not for my regular brand
☐ I only use coupons if they are for my regular brand
☐ I never use coupons to buy cigarettes

10. How often do you use special in store cigarette offers such as free gifts, free packs, 2 for 1's or special prices?
☐ Frequently ☐ Occasionally ☐ Never

11. Look for special offers
☐ For regular brand
☐ Take advantage of special offers for brands other than my regular brand

12. Please tell us the brands of cigarettes you smoked at least one pack of in the past two weeks. (Save empty packs that you smoke of each brand.) List brands here as you smoke. Write in exact number of packs for each brand below.
Write 1 unless 10 packs

Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

13. Which other brands would you consider buying? (Check all that apply)
☐ Kool ☐ Camel ☐ Lucky Strike
☐ Marlboro ☐ Winston ☐ Salem ☐ Virginia Slims
☐ Benson & Hedges ☐ Kent ☐ Newport ☐ Carlton
☐ Parliament ☐ Virginia ☐ Tiara ☐ Cambridge ☐ Merit ☐ Vantage
☐ Marlboro ☐ Winston ☐ Salem ☐ Virginia Slims
☐ Lucky Strike ☐ Newport ☐ Kool ☐ Camel
☐ Lights ☐ Tiara ☐ Kent ☐ Carlton
☐ Virginia Slims ☐ Parliament ☐ Vantage
☐ Other _____ ☐ None

Brand name _____

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You've got MERIT

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MAIL-IN CERTIFICATE COUPON EXPIRES 2/28/97

ON THE ROAD TO FLAVOR
MERIT
AWARDS

**$1.00 Off!**

A Carton or 4 Packs.

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